

WINCHESTER PARKING AUTHORITY
December 4, 2014

MEMBERS PRESENT: Dick Helm, Kim Burke & Howard Manheimer

MEMBERS ABSENT: Mike Miller

OTHERS PRESENT: Samantha Anderson, Teresa Couch & Jennifer Bell

I. CALL TO ORDER

Chairman Helm called the meeting to order at 7:33 a.m. at which time it was determined a quorum was present.

II. REVIEW OF OCTOBER 2014 MEETING MINUTES

The minutes were submitted by Chairman Helm and, without objection, were unanimously approved.

III. EXECUTIVE DIRECTOR'S REPORT FOR OCTOBER 2014

Anderson reported to the Authority the following:

- New light post has been installed at Braddock Autopark. Previous one was struck and damaged by a vehicle exiting the garage. We hope to place bollards around the new light post to assist in future damage prevention.
- Tree trimming at the Autopark Lot has been completed and lights have been replaced. The tree trimming work was conducted by Shenandoah Valley Electric Coop. however; in the future WPA was notified by SVEC that they would be responsible for the tree trimming. Helm asked if the trees on the lot were considered WPA's responsibility to maintain by SVEC to which Anderson replied yes because the trees are located on WPA property.
- Loudoun Autopark membrane for the roof level has been installed and shows no immediate signs of leaking. For additional protection against possible ponding of water another drain will be added to the roof level. Shot blasting of the roof was cancelled however; this did not affect obtaining the warranty for the membrane.
- Inspections of completed renovation work at Braddock, Loudoun and Court Square Autoparks was conducted on a walk thru with CWI Waterproofing and Blue Ridge Design. It was determined that some of the completed work will need additional attention. At Loudoun Autopark, additional buckets of membrane base coat and top coat needed to be purchased in order to complete the job. The costs for this have been divided equally between WPA and CWI Waterproofing. Helm asked if anyone was assisting with scrutinizing decisions pertaining to the entire renovation project. Anderson replied that

Kelly Henshaw with the City Engineering Department has been providing project assistance.

- 10 spaces reserved for Judges parking on Plaza Lot has been relocated from one side of the parking lot to the other side. Any existing parkers who were displaced by this move have been relocated to nearby autoparks.
- Parking attendance at the garages for the Christmas Parade was approximately 339 vehicles. The Sheriff's Explorers Program staffed the garages for the event without any incident. WPA is currently working with the Explorer Program for staffing assistance during First Night Winchester's New Year's Eve event. If staffing assistance is available, a flat fee of \$5 will be the rate for parking during the event.
- On November 18, 2014 an incident occurred in the GW Autopark whereas an individual was suspected of attempting suicide by contemplating jumping off the 5th level of the garage. WPD responded quickly to the call and did a superb job of handling the situation. The situation was resolved without incident.

IV. REVENUE REPORT FOR OCTOBER 2014

The grand revenue total for October 2014 was \$89,332, a decrease of \$2,352 or -3% in comparison to October 2013. Total hourly revenue for October 2014 was \$21,801, an increase of \$5,008 or 30% in comparison to October 2013. Rent revenue for October 2014 was \$41,132, a decrease of \$4,072 or -9% in comparison to October 2013. Total meter and fine revenue for October 2014 was \$26,105, a decrease of \$2,675 or -9% in comparison to October 2013. There was no miscellaneous revenue to report for October 2014. Validation coupon revenue for October 2014 was \$294, a decrease of \$607. Total hourly parking tickets for October 2014 was 13,095 showing a decrease of 203 tickets in comparison to the previous month. At the end of October 2014, there were 927 spaces or 67% of total utilization of spaces being rented at all four parking garages with a total of 471 spaces available for rent. Of the 471 spaces available for rent, 264 spaces were located on the roof and 207 spaces were located undercover. At the end of October 2014, the total revenue for FY 2015 thus far was \$377,053 or 6% in comparison to the previous year.

Anderson noted that even though overall revenues decreased for October 2014, hourly revenues did increase at the GW and Braddock Autoparks. Anderson added that rent revenues experience some variations around this time of year due to when payments are actually received for invoiced accounts. Anderson noted that monthly rentals are continuing to remain consistent. Helm stated that WPA has experienced some losses in monthly rental customers since the implementation of the Braddock Autopark hybrid rental system. Anderson noted that since Braddock Autopark adopted the hybrid rental system, approximately 20 rental customers have cancelled their accounts. Anderson expressed that this loss should be offset by anticipated rental customers wanting to store their vehicles over the winter season.

V. OLD BUSINESS

1. Global Parking Discussion Update

Burke informed the Authority that there was nothing additional to report at this time.

2. Garage Renovation Update

The Authority agreed that this topic of discussion was addressed during the Executive Director's report.

3. 110 W. Boscawen St. Request

Helm informed the Authority that there has been no response thus far from the parties involved in the 110 W. Boscawen St. request to the lease agreement prepared by WPA. The owners of said property have been actively continuing to use the space on the Braddock Lot that they requested for leasing without proper signature of lease agreement or any payments received for said use. Helm added that the owners of the property are currently one month in arrears and have not acknowledged the Authority's rental lease agreement for this space. Anderson noted that the space was adequately prepared in accordance to the lease agreement requirements and WPA has been patiently waiting for a response along with signatures and payment from said parties involved.

Helm suggested to the Authority that it wait an additional two weeks for a response from the requestors and payments owed. If a response or payment has not been received within this time frame; WPA is to install a parking meter back onto the space in question. Manheimer offered the suggestion that the Authority may want to consider charging fees to the requestor for meter removal and space preparations conducted by WPA in order to honor the request and subsequent lease agreement that has thus far not been responded to. Burke agreed with Helm and added that the requestor be notified of the Authority's intention to revoke the lease agreement and send a notice via certified letter.

VI. NEW BUSINESS

1. Certificate of Compliance

Anderson presented to the Authority the Certificate of Compliance letter that is required by the bond company each year requiring signatures from the Authority's Chairman, Executive Director, and City Manager for approval. Chairman Helm approved the Certificate of Compliance.

2. FY 2016 Budget Summary Discussion

Anderson presented to the Authority an overall list of FY 2016 budgeting items for the Authority's review and consideration. Helm noted that the Authority would need to request additional funds from the City in the amount of approximately \$183,000 if the Authority would approve each item listed on the summary. Helm added that the

Authority does not have enough funds to cover what is needed for overall improvements to its operations.

Helm informed the Authority that not enough merchant support was garnered to implement fine increases and extend meter enforcement hours to include Saturday at this time. Manheimer asked if costs incurred for any meter upgrades could potentially be offset by increases in meter revenues due to an addition of Saturday meter enforcement hours. Anderson replied that she was not completely certain of but anticipated that the revenue and expenditures involving meter upgrades and enforcement hours would balance itself out equally therefore not resulting in any substantial revenue gains. Burke suggested that the Authority revisit the discussion of meter fine increases and enforcement hours at a later date and should continue to be very mindful of the potential negative affects the implementation of any additional increases could bestow upon the Authority.

Helm explained to the Authority that PCI Compliance is required of any businesses that accept credit and debit cards as a form of payment. The upgrades are very costly, however, necessary. Anderson added that PCI Compliance upgrades are to be expected to occur about every 3 years and suggested that the Authority attempt to budget for these additional costs over time.

Anderson inquired as to whether the Authority would still want to pursue offering the pay by cell option to its customers who use metered parking. Anderson explained that there are no upfront costs to using a pay by cell program however costs are incurred for credit card processing fees. Anderson added that the pay by cell option is programmable therefore parameters can be set on meters in certain areas and changed at any given time that can limit the time a vehicle can park without being in violation. This feature can be very beneficial in controlling meter turnover rates on streets with high volume parking demands. Burke added that the pay by cell option is very convenient for customers to use and could potentially become a revenue generator due to its ease of use. Helm inquired as to whether meter feeding would be allowed and did not see the necessity for the Authority to spend \$25,000 to offer a payment option for metered parking just for convenience purposes only. Manheimer asked if customers can just keep adding money to the meter as necessary with the pay by cell option. Anderson replied yes, explaining that customers can pay for their metered parking without having to physically put money into the meter for as long as they desire unless time limit parameters are set in place on the meters. Anderson reminded the Authority that the pay by cell option can be programed with time limits to deter meter feeding. Manheimer expressed that the pay by cell option would make sense for use in high metropolitan areas however was not convinced that it would be a revenue generator for an area such as Winchester. Anderson noted that Frederick, MD., which is a demographic similar to Winchester, is currently using the pay by cell option and is quite pleased with its performance. Helm asked if Frederick, MD. allows meter feeding to which Anderson replied that she would need to inquire about this. Anderson stated that the pay by cell option, GPS, and any meter increases could be implemented all at the same time. Helm suggested that the Authority prioritize the pay by cell option for fiscal year 2017.

Helm informed the Authority that approximately 250 digital meters would need to be purchased to replace the remaining mechanical meters being used on the street. Anderson added that the Authority would need to ask for additional funding for this item. Anderson explained that replacement parts for mechanical meters are difficult to obtain because the meters are becoming obsolete. The digital meters would also allow the customer to pay with coinage other than quarters only. Manheimer asked if mechanical meter parts currently in possession could be sold to generate additional revenues to cover the costs of purchasing digital meters. Anderson replied that the parts could be sold but would not generate much revenue towards the purchase of the digital meters. Helm noted that digital meters are convenient to use, easy to program and will be needed to be purchased at some point. Helm suggested that the purchase of digital meters can be phased in segments if necessary. Discussion ensued as to how the purchase of digital meters and the pay by cell option could complement each other and have the potential to improve meter revenues. Burke noted that the Authority needs to find ways of increasing revenue to apply to its maintenance fund. Burke added that providing convenience options for its customers such as the pay by cell option or having meters capable of accepting credit cards as a form of payment, could be helpful with creating additional revenues. Anderson stated that the addition of credit card features on metered parking is problematic in certain weather conditions conducive to this region with the pay by cell option providing the better solution. Helm questioned the Authority as to whether it would want to budget \$83,000 on replacing all the meters from mechanical to digital. Manheimer stated that he felt it was too much to spend at this time. Helm reiterated that the Authority does need to discover ways of generating funding for capital maintenance items. Anderson added that capital maintenance is an expenditure only with no revenue generated offsets and that the Authority does need to find types of revenue generators to fund the \$100,000 it needs to budget specifically for capital maintenance costs. Anderson suggested that the Authority could approach Council and ask for the City general fund to cover the costs associated with the purchase of digital meters as this could be considered a part of the City's strategic plan. Helm suggested that the Authority present to Council a finalized list of budget priority item.

Manheimer asked if the purchase of additional security cameras for the garages was a necessity at this time. Anderson responded with stating that the cameras were factored into this year's budget however; this expense could be removed and added to next year's budget. Helm asked if the purchase of additional security cameras for the garages could be considered a capital maintenance item. Helm stated if so, necessary equipment items could be combined under capital maintenance items. The Authority could then appeal to Council for revenue assistance from the general fund to cover in the purchase of half of the total digital meters needed, cameras, and a power washer. Anderson stated that this was a possible solution to covering the costs with the budgeted items. Manheimer asked when the request would appear before Council. Anderson explained that every department has to provide a budget submission form due December 31 in order to provide budget justifications and explanations for each department.

The Authority decided on the following list of new items placed in order of priority as follows:

1. Build 19 license upgrade, IBK board upgrade, Application server, SQL version upgrade needed for federal government PCI compliance for the acceptance of credit/debit card payments. WPA is to budget this expense of \$35,000.
2. Spare receipt printer for automated equipment. WPA is to request from general fund under capital maintenance for this expense of \$2,313.
3. One power washer and one backpack blower. WPA is to request from general fund under capital maintenance for this expense of \$2,000.
4. Stairwell cameras for Braddock Autopark. WPA is to request from general fund under capital maintenance for this expense of \$3,000.
5. Stairwell camera for Loudoun Autopark. WPA is to request from general fund under capital maintenance for this expense of \$3,000.
6. Capital maintenance repairs/ professional services for garages. This is to continue Revitalization of Old Town Comprehensive Parking Strategy. WPA is to budget for this expense of \$100,000.
7. Update of parking equipment for on street parking and lot parking. This is to continue Revitalization of Old Town Comprehensive Parking Strategy. WPA is to request general fund under capital maintenance for this expense of \$75,000.

The WPA FY 2016 budget justifications/explanations (new) items total \$220,313 with a breakdown of WPA Funds totaling \$135,000 and requests for general funds totaling \$85,313.

3. Executive Session

Upon Motion duly made by Burke and seconded by Manheimer, the Authority unanimously approved to convene in executive session pursuant to 2.2-3711 (A) (3) of the Code of Virginia for discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiations of the Authority.

Return to Open Meeting

Upon Motion duly made by Manheimer and seconded by Burke, at the conclusion of the executive session concerning the discussion or consideration of the acquisition of real property for a public purpose, or the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy, the following Resolution was unanimously adopted upon roll call vote as set forth below:

WHEREAS, the Winchester Parking Authority has concluded its "closed meeting" at a meeting held on December 4, 2014, and desires to return to an "open meeting," and

WHEREAS, the adoption of this Resolution is intended to serve as the "Certificate" described in Section 2.2-3712 (D) of the Code of Virginia (1950, as amended).

NOW THEREFORE, BE IT RESOLVED that the Winchester Parking Authority does hereby reconvene in an "open meeting" at its meeting held on December 4, 2014; and

BE IT FURTHER RESOLVED that each and every Member of said Authority who votes in the affirmative for this Resolution does thereby certify to the best of each Member's knowledge that only public business matters lawfully exempted from open meeting requirements of the Virginia Freedom of Information Act were heard, discussed or considered during the closed meeting, and that only such public business matters were identified in the Motions which convened the closed meeting were heard, discussed or considered during the course of said closed meeting by the Authority:

<u>Roll Call</u>	<u>Vote</u>
Helm	Aye
Burke	Aye
Manheimer	Aye
Miller	Absent

VIII. ADJOURNMENT

There being no further business, the meeting was adjourned at 9:07 a.m. The next meeting of the Winchester Parking Authority is scheduled for Thursday January 22, 2015 at 7:30 a.m. in the Conference Room at the Winchester Parking Authority Main Office located in the George Washington Autopark.

Respectfully submitted,

Teresa Couch
Secretary

Minutes Approved:

